

SOCIAL MEDIA POLICY

BOROUGH of HALLAM, PENNSYLVANIA

Purpose

This policy establishes guidelines for the creation of social media sites (including but not limited to Facebook and Twitter) to be used by the Borough of Hallam (the “Borough”) as a means of conveying Borough information to its residents.

The intended purpose behind establishing Borough social media sites is to disseminate information from Borough, about the Borough, to its residents. The Borough has an overriding interest in deciding what is published on behalf of the Borough on social media sites as well as the Borough’s website by Borough entities, council members, employees, and volunteers.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media include Borough websites, Facebook, blogs, MySpace, RSS, YouTube, Twitter, LinkedIn, Pinterest, Snapchat, Instagram and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a Borough social media site.

General Policy

1. The establishment and use of social media sites by any council member, employee or volunteer of the Borough are subject to approval by the Media & Technology Committee. All Borough social media sites shall be administered by the Media & Technology Committee.
2. The Media & Technology Committee shall be designated by the Borough Council President. Content permitted to be posted on Borough social media sites shall be approved by the Media & Technology Committee.
3. Borough social media sites should make clear that they are maintained by the Borough and that they follow the Borough’s Social Media Policy.
4. Wherever possible, Borough social media sites should link back to the official Borough website for forms, documents, online services and other information necessary to conduct business with the Borough.
5. The Media & Technology Committee will monitor content on Borough social media sites to ensure adherence to both the Borough’s Social Media Policy and the interest and goals of the Borough.
6. The Borough reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Media & Technology Committee for a reasonable period of time, including the time, date and identity of the poster, when available.
7. These guidelines must be displayed to users on all social media platforms or made available by hyperlink.

8. The Borough social media sites are not to be used for making any official communications to the Borough, for example, reporting crimes or misconduct, reporting dangerous conditions, giving notice required by any statute, ordinance or regulations such as but not limited to notices of claim. Prominent notice of this paragraph shall be displayed on every Borough social media site, along with the appropriate contact for submitting official communications.
9. The Borough will approach the use of social media tools as consistently as possible.
10. The Borough's website located at www.hallamborough.com will remain the Borough's primary and predominant internet presence.
11. All Borough social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
12. Borough social media sites are subject to the Pennsylvania Right-To-Know-Law (RTKL). Any content maintained in a social media format that is related to Borough business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
13. Employees, volunteers, and council members representing the Borough via Borough social media sites must conduct themselves at all times as a representative of Borough and in accordance with all Borough policies.
14. This Social Media Policy may be revised at any time by Borough Council.
15. Comments on topics or issues not within the jurisdictional purview of the Borough may be removed.
16. The Borough does not endorse any links or advertisements that may show up on the Borough's social media pages.

Comment Policy

1. As a public entity the Borough must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing Borough social media sites is to disseminate information from the Borough, about the Borough, to its residents and visitors.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on Borough social media sites and are subject to removal and/or restriction by the ~~Internet Administrator or his/her designees~~ Media & Technology Committee:
 - a. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, national origin, physical or mental disability, sexual orientation or status with regard to public assistance;
 - b. Defamatory or personal attacks;
 - c. Comments not related to the original topic, including random or unintelligible comments, profane, obscene, violent, pornographic content and/or language, or sexually suggestive links. Images or links containing minors or suspected minors in sexual and/or provocative situations may be reported to law enforcement.
 - d. Threats to any person or organization;

- e. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - f. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - g. Conduct in violation of any federal, state or local law;
 - h. Encouragement of illegal activity;
 - i. Information that may tend to compromise the safety or security of the public or public systems; or content that violates a legal ownership interest, such as a copyright, of any party.
 - j. Harassment or content which constitutes and/or facilitates stalking;
 - k. Content which violates the right to privacy such as names, addresses, and phone numbers;
 - l. Encouragement of violence;
 - m. Spamming or repetitive content;
 - n. Comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, police tactics, police responses to incidents and/or the safety of police staff and officers;
 - o. Comments from children under age 13 cannot be posted on the Borough social media sites in order to comply with the Children's Online Privacy Protection Rule (COPPA). By posing on a Borough social media site, users acknowledge that they are at least 13 years old.
 - p. Posts or comments that contain any external links.
4. A comment posted by a member of the public on any Borough social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Borough, nor do such comments necessarily reflect the opinions or policies of the Borough.
 5. The Borough reserves the right to deny access to Borough social media sites for any individual or group who violates the Borough's Social Media Policy, at any time and without prior notice.
 6. Any attempt to hack or otherwise compromise the Borough's internet website or social media sites will be reported to law enforcement and the perpetrator will be denied access to the site.
 7. Comments posted to any Borough social media site will be monitored and inappropriate content as defined above will be removed as soon as possible and without prior notice.
 8. If you need to contact the Borough, please call (717) 755-0810, or if it is an emergency, call 911 and ask for assistance. While comments posted on Borough's social media page are monitored, posting a comment is neither the recommended nor best way to contact the Borough.
 9. When a Borough employee or the Media & Technology Committee, responds to a comment on an official Borough social media site, in his/her capacity as a Borough employee or representative, the employee or representative's name and title should be made available, and the employee or representative shall not share personal information about himself or herself, or other Borough employees or representatives.

10. All comments posted to the Borough Facebook site are bound by Facebook's Statement of Rights and Responsibilities and Community Standards, located at www.facebook.com/terms.php, and www.facebook.com/communitystandards, respectfully. The Borough reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities and/or Community Standards to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.
11. By posting or commenting on the Borough social media platforms you agree to our terms of use. You participate by your own choice, taking personal responsibility for your comments, your username and any information you provide therein.
12. Be respectful. Always be fair and courteous to fellow residents and visitors to the Borough social media sites. Keep in mind that you are more likely to resolve Borough complaints by speaking directly with a Borough representative than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage any person, customers, members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile community environment on the basis of race, sex, disability, religion, sexual orientation, national origin, gender, age, disability or any other status protected by law or Borough policy.

Breach of Policy

1. Borough employees or representatives may be required to remove internet postings on official Borough social media sites which are deemed to constitute a breach of this Social Media Policy, as determined by the ~~Internet Administrator~~ or his/her designees Media & Technology Committee and are subject to applicable archiving and retention requirements.
2. Social Media sites created by the Borough, as a means to disseminate information to the Borough's residents and visitors, remain the property of the Borough. Any official sites are maintained by the Media & Technology Committee. Information therein, including passwords, access codes and user names, are kept by the Secretary.

Terms of Use Disclosure (to be posted on all Borough Social Media sites)

1. Information Disclaimer – By visiting this site, you understand and agree that the Borough government site is provided “as is” and makes every effort to provide accurate and complete information on its website and all social media platforms. The information contained herein is not official nor in any way shall it be deemed to constitute legal notice with regard to official Borough business. The information contained in this site is provided as a service or convenience to people seeking information about the Borough. Portions of the information on this site may be incorrect or not current. The Borough government, its officers, Borough Council, employees, or representatives are not responsible for damages

or losses of any kind arising out of or in connection with the use or performance of information, including but not limited to, damages or losses caused by reliance upon the accuracy or timeliness of any such information, or damages incurred from viewing, distributing or copying those materials.

Linking Policy

1. Links to external sites – The Borough social media sites may contain links to outside websites. These websites are not owned, operated, controlled or reviewed by the Borough. These links are provided solely as a courtesy and convenience to you, the visitor. The Borough, its officers, representatives, employees, and Borough Council exercise no control over the organizations, views, accuracy, copyright or trademark, compliance or the legality of the material contained on any outside websites. The Borough, its officers, representatives, employees, and Borough Council do not sponsor, endorse, or approve the information, content proceeds, materials, opinions or services contained on such outside websites. The visitor proceeds to these outside websites at his/her own risk. The Borough specifically disclaims any and all liability from damages which may result from accessing a third-party site, which is linked to the Borough website or social media page, or from the reliance upon any such information.
2. Endorsement Disclaimer – Reference to this website or social media site to any specific commercial products, processes, or services, or the use of any firm, business, or corporation name is for the information and convenience of the public and does not constitute an endorsement, recommendation, or favoring by the Borough, or its officers, representatives, Borough Council, or employees.
3. Copyright and Trademark Limitations – The Borough makes no warrant that materials contained herein are free of copyright or trademark claims or other restrictions or limitations on free use or display. Making a copy of such material may be subject to copyright or trademark laws.
4. Use of Material from this Site – The Borough has made the content of these pages available to the public and anyone may view, copy or distribute Borough information found herein without obligation to the Borough for non-commercial personal use only, unless otherwise stated on particular materials or information to which a restriction on free use may apply. The design of the site, original graphics, and original content are all copyrights by the Borough and may not be re-engineered, distributed, modified, transmitted, re-used, reposted, or duplicated with the express written consent of the Borough in each instance. All requests to use any part of the original design, code, graphics, or content of this site should be made to the Borough office.
5. Unauthorized Modifications – Unauthorized attempts to modify or otherwise alter any information or image stored on any Borough website or social media site may result in criminal prosecution.